

EMBARGOED UNTIL 12am 7th March 2012 GMT

Apple takes a bite out of its rivals to dominate the BrandFinance® Global 500

- **Apple named the most valuable brand in the world (US \$70.6 billion) after rocketing from 8th to 1st position on 2012 table by Brand Finance Inc, the world's leading independent brand valuation consultancy firm**
- **Californian Tech Giant pushes Google to second place with US \$47.5 billion brand value**

Advanced findings from the **BrandFinance® Global 500**, due to be launched on 19th March, show that **Apple** has leapfrogged **Google** to be named the world's most valuable brand. The Californian tech giant enjoys the highest ever valuation by Brand Finance plc (US \$70.6 billion) almost one third greater than its closest rival Google (currently valued at US\$47.5 billion).

Apple rose a staggering seven places from eighth in the 2011 table after a year which has seen the Californian tech giant assert its position as the preeminent consumer tech brand with the launch of the iPad 2, iPhone 4s, Mountain Lion operating system and the eagerly anticipated launch of the iPad3. The announcement comes as Apple announces its 25th billion mobile download dwarfing its competitors in this evolving market.

Commenting on this year's report from the Brand Finance New York office, **David Haigh, CEO of Brand Finance Inc**, said "The meteoric rise we have witnessed over the last 12 months is nothing short of staggering. Apple is the classic American corporation that was once the alternative quirky brand for designers and creatives. Now their products are accepted by major corporations and are used by the mainstream corporate industry.

"Companies like Apple are built on strong Intellectual Property and are the engine of growth in America as it struggles against tough economic conditions. Apple is a great example of how IP can be used to leverage high profits. As Apple continues to develop it seems set to dominate the technology industry in 2012 and beyond."

David Haigh will be launching The Top Global brands from Brand Finance Inc's US flagship office in New York, USA, this week and is available for comment.

The Brand Finance Global 500 Top Five Most Valuable Technology Brands

Tech Brand Rank 2012	Tech Brand Rank 2011	Brand	Country	Brand Value (USD)	Brand Rating
1	4	Apple	United States	\$70.6 billion	AAA+
2	1	Google	United States	\$47.5 billion	AAA+
3	2	Microsoft	United States	\$45.8 billion	AAA+
4	3	IBM	United States	\$39.1 billion	AA+
5	5	Amazon	United States	\$26.7 billion	AA+

Notes for Editors

Brand Finance Inc first issued its global report into the relative equity of the 250 top global brands back in 2007. In 2008, the study was extended to analyse the top 500 brands worldwide.

The BrandFinance® Global 500 report is published annually and incorporates data from all listed companies globally. Each brand is accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set as well as a brand value: a summary measure of the financial strength of the brand.

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About Brand Finance



www.brandfinance.com

Brand Finance is an independent global business focused on advising strongly branded organisations on how to maximise value through effective management of their brands and intangible assets. Since it was founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Its clients include international brand owners, tax authorities, IP lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.